(Mr. Tenkey's Tips # 397) www.mrtenkey.com

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Dear Management: Loan officer's adding value to potential borrowers...  
  
How?  
  
Well, one way is to become an active content provider and STOP pushing out cookie cutter items you found on a fancy email drip campaign...  
  
Instead consider joining industry conversations, etc... to get the latest information to pass along to your potential borrowers.  
  
Pick and choose your content... that demonstrates your knowledge of the industry and puts you in the best light.  
  
SHARE your knowledge freely and non-promotionally... to potential and past borrowers.  
  
Stop selling that you do loans, you're a loan officer... they get that.  
  
Again, share freely and you'll be (shhhhhh... selling that fact that you know what you're doing).  
  
"Hard sell" only goes so far in an information overloaded world.  
  
So now go! and give that advice away... like your paycheck DIDN'T depend on it.  
  
And in the long run, you and your wallet, will be glad you did.